ToolGPA

NOVEMBER 2026

Tradedoubler

The Insider’s Guide

Partner marketing network with a self-serve plan for small brands



Every plan, grade, refund rule and rival among affiliate and referral tools, read from Tradedoubler’s own pages.

Made by Tradedoubler · checked Nov 13, 2026 · toolgpa.com

2.2

GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Tradedoubler's own pages, its app-store listings and our grades. Every fact in it is on Tradedoubler's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.2

GPA, above 55 of the 89 other affiliate and referral tools we grade

Tradedoubler is a partner marketing network founded in Stockholm that connects brands with publishers and creators in more than 90 markets. Larger brands start through a registration and a call, while its Grow product gives small and medium businesses a self-service platform with monthly subscriptions and a commission on each sale.

To get you started, here are **9 things to know about Tradedoubler**, taken from its own pages and our grades.

> **You set up accounts and programs before it does anything, so there is a learning curve.**
>
> From our grade for ease of use

1 **Best for a self-serve affiliate platform for brands**

Prices are in euros and sit on top of the commission you pay, and the cheapest plan caps partner messages.

2 **Paid plans start at about $65.91 a month**

As its pricing page puts it: €59 per month (Grow Start), after a free first month.

3 **You can try it first**

First month of Grow free, with no contract and 30 days notice

4 **It runs on Web**

Web.

5 **Grow self-service platform**

Small and medium businesses set up a partner program themselves, with integrations for Shopify, PrestaShop, WooCommerce, JavaScript and Google Tag Manager.

6 **Commission control**

Brands set rates to reward sales, leads or clicks, and choose which publishers to work with using search filters.

7 **Real-time tracking and reporting**

The dashboard shows campaign performance live, and Tradedoubler automates payments to publishers.

8 **A 2.2 GPA, above 55 of 89**

That is against the other affiliate and referral tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Tradedoubler you would be making payouts to partners in many countries, with their tax forms. That is not a weekend's work, with an AI app builder or without one.

Tradedoubler at a glance

PRICING
Free trial, from €59 per month (Grow Start), after a free first month

FREE PLAN
No

FREE TRIAL
First month of Grow free, with no contract and 30 days notice

RUNS ON
Web

MADE BY
Tradedoubler, since 1999

CATEGORY
Affiliate & Referral Software

OUR GRADE
2.2 GPA, fair

The report card

Best for a self-serve affiliate platform for brands

Tradedoubler Grow is a self-serve affiliate platform for brands from €59 a month, with the first month free. Prices are in euros and sit on top of the commission you pay, and the cheapest plan caps partner messages.

TOOLGPA REPORT CARD — **Tradedoubler** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Start is €59 a month, close to the $69 middle for affiliate tools. Run is €199.
Free plan and trial	C	The first month of Grow is free with no contract and 30 days notice. The listing doesn't say a card is needed. Nothing is free after that.

SUBJECT	GRADE	COMMENT
Features	C	Commission control, real-time tracking, several partner programs and publisher tools. Larger brands go through a sales route instead.
Ease of use	C	No store rating on record. You set up accounts and programs before it does anything, so there is a learning curve.
Platforms and integrations	B	Web, with Shopify, PrestaShop, WooCommerce and Google Tag Manager.
Grade point average		Fair, out of 4.0 **2.2**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Tradedoubler is for

- ✓ Fits if you are a small brand starting an affiliate program
- ✓ Works for stores on Shopify, PrestaShop or WooCommerce

Who it is not for

- ✕ Watch out: the fee is on top of the commission paid on sales
- ✕ Tight if you stay on Start, as partner messages cap at 50 a month
- ✕ Skip it if you are a larger brand, as no price is published for those programs
- ✕ Watch out: prices are in euros

Good to know

Good for

- ✓ Small businesses that want a self-serve affiliate platform on a low monthly fee
- ✓ Brands selling across Europe, where the network is strongest
- ✓ Publishers who want a directory and API access to many programs

Worth knowing

- ⓘ Prices on the Grow page are in euros and are charged in addition to the commission paid on sales.
- ⓘ Larger brands register and are then contacted by the team, so no price is published for those programs.
- ⓘ The Start plan caps partner inMail messages at 50 a month; unlimited messages need Run.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

~$65.91

A month to start

Tradedoubler is a paid product with a free trial, starting at €59 per month (Grow Start), after a free first month.

> **The listing doesn't say a card is needed.**

From our grade for free plan and trial

START

€59

per month, first month free

Grow plan with 50 monthly inMail messages to partners and automatic publisher approvals.

WALK

€99

per month

Adds up to 24-hour email support, newsletter promotion to publishers and 250 inMail messages a month.

RUN

€199

per month

Unrestricted features, unlimited inMail messages and account users, and free setup help from the team.

Trying it first

First month of Grow free, with no contract and 30 days notice

Read from tradedoubler.com on Nov 13, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Partner marketing network with a self-serve plan for small brands. Here is what it does, as its own site describes it, and what it covers: public API, reports, affiliate tracking, partner payouts.

> **Commission control, real-time tracking, several partner programs and publisher tools.**

From our grade for features

Grow self-service platform

Small and medium businesses set up a partner program themselves, with integrations for Shopify, PrestaShop, WooCommerce, JavaScript and Google Tag Manager.

Commission control

Brands set rates to reward sales, leads or clicks, and choose which publishers to work with using search filters.

Real-time tracking and reporting

The dashboard shows campaign performance live, and Tradedoubler automates payments to publishers.

Several partner programs

Besides partner programs the site lists influencer marketing, white label or in-house, lead generation and app marketing offers.

Publisher tools

Publishers get a program directory, a developer portal and API documentation.

Where it runs

Web

What it works with

Shopify
PrestaShop
WooCommerce
Google Tag Manager

Tradedoubler is made by Tradedoubler, and has been around since 1999.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

55/89

Other affiliate and referral tools it is graded above

Tradedoubler's GPA of 2.2 is higher than 55 of the 89 other affiliate and referral tools we grade, and level with 12.

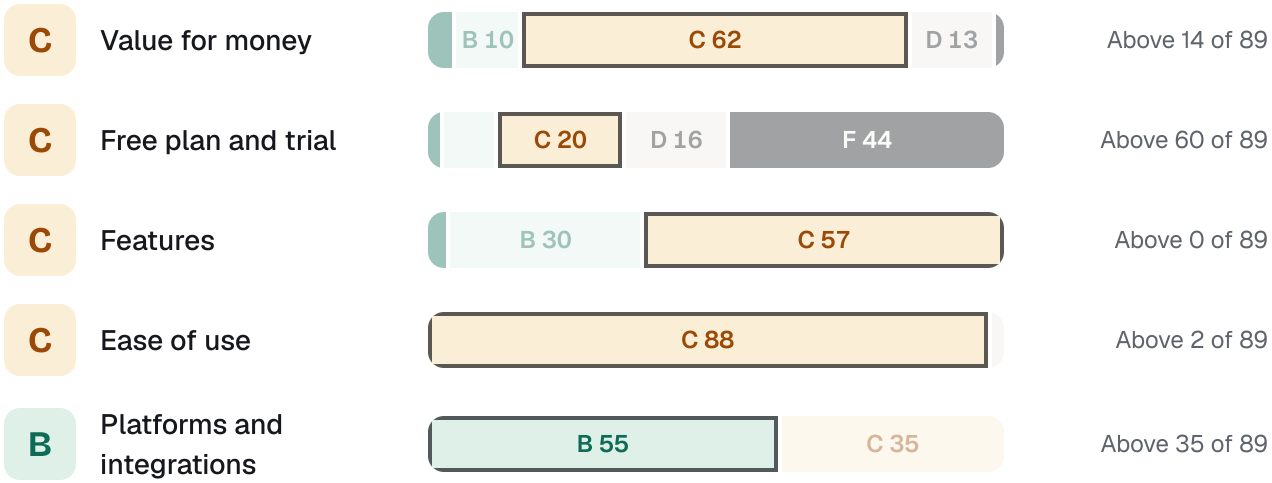
It stands best on platforms and integrations (B, above 35 of 89) and worst on features (C, above 0).

Its paid plans start at about $65.91 a month, against a middle price of $65.46 for the category: 25 of the 49 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 13 tools score higher and cost less.

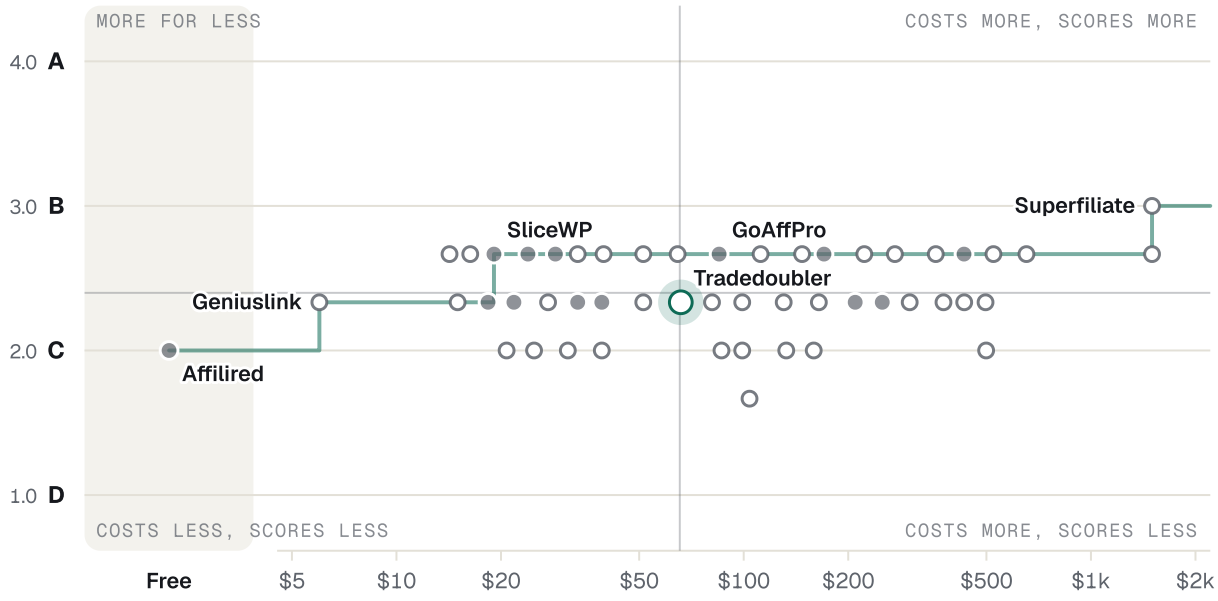
Each grade against the category

Every bar is all 90 affiliate and referral tools we grade, cut by the letter each got. Tradedoubler's own letter is outlined.



Price against what you get

Each dot is one of 51 affiliate and referral tools. Further left costs less; higher up scores better on features, ease of use and platforms. Tradedoubler is the marked dot.



What paid plans start at, a month (each step along is roughly double) ⍰

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Tradedoubler you would be making payouts to partners in many countries, with their tax forms. That is not a weekend's work, with an AI app builder or without one.

It costs $790.98 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- Payouts to partners in many countries, with their tax forms.

- Every click and sale traced back to the right partner.
- It plugs into other products, Shopify, PrestaShop and WooCommerce among them, and has an API.

What this rests on. Tradedoubler's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Awin, Webgains, Adtraction, Daisycon and impact.com

The 5 tools Tradedoubler is most often weighed against, with where each one differs from it.

1.8 GPA

Awin

Free trial · from $99/mo

Affiliate network and platform for brands and partners.

Tradedoubler and Awin compared in full

1.6 GPA

Webgains

Paid

Service-led affiliate network for retailers, agencies and publishers.

Tradedoubler and Webgains compared in full

1.6 GPA

Adtraction

From £99/mo

Partner marketing network with self-managed and full-service plans.

Tradedoubler and Adtraction compared in full



1.6
GPA

Daisycon

Paid

European affiliate network with managed services for advertisers.

- Only Daisycon lists a browser extension.

Tradedoubler and Daisycon compared in full



2.0
GPA

impact.com

Free trial · from $30/mo

Partnership platform for affiliate, creator and referral programs.

Tradedoubler and impact.com compared in full

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Tradedoubler free?

No, Tradedoubler is a paid product, but you can try it first. First month of Grow free, with no contract and 30 days notice.

How much does Tradedoubler cost?

Tradedoubler lists 3 plans. Start: €59 per month, first month free.

What platforms does Tradedoubler work on?

Tradedoubler is available on Web.

Does Tradedoubler have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Tradedoubler is listed for Web.

Does Tradedoubler have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Tradedoubler is listed for Web.

Is Tradedoubler open source?

Tradedoubler is not described as open source on its own site, as read on Nov 13, 2026.

Does Tradedoubler have an API?

Yes. Tradedoubler offers a public API, according to its own site.

What does Tradedoubler integrate with?

Tradedoubler's listing names Shopify, PrestaShop, WooCommerce and Google Tag Manager.

Who makes Tradedoubler?

Tradedoubler is made by a company of the same name. It dates from 1999.

What are the alternatives to Tradedoubler?

The closest alternatives to Tradedoubler in our directory are Awin, Webgains, Adtraction, Daisycon and impact.com.

How does Tradedoubler compare with other affiliate and referral tools?

Tradedoubler's GPA of 2.2 is higher than 55 of the 89 other affiliate and referral tools we grade, and level with 12.

Is Tradedoubler good value for money?

ToolGPA grades Tradedoubler C for value for money. Its paid plans start at about $65.91 a month, against a middle price of $65.46 for the category: 25 of the 49 others that charge start lower.

Could I make my own version of Tradedoubler?

To replace Tradedoubler you would be making payouts to partners in many countries, with their tax forms.

Where this guide comes from

The prices, plans, platforms and features were read from Tradedoubler's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Tradedoubler's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Tradedoubler. Prices change, so check tradedoubler.com before you buy.

tradedoubler.com/grow
tradedoubler.com/faq-brands
tradedoubler.com

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721
Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721
tools graded

95
categories

739
price changes on record

579
apps priced in 12 countries

What else is on toolgpa.com

Tradedoubler, kept up to date
Everything in this guide, with prices and grades as they are today
toolgpa.com/tools/tradedoubler

How grades are given
The rules behind every letter and every GPA
toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Tradedoubler: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/tradedoubler
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Send them this guide:
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ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded affiliate and referral tools after Tradedoubler, each with an Insider's Guide of its own.

Affiliate & Referral Software Insider's Guide

Every one of the 90 affiliate and referral tools we grade, compared

GoAffPro Insider's Guide

Affiliate and multi-level marketing app for online stores

3.2 GPA

SliceWP Insider's Guide

WordPress affiliate plugin with a free edition and paid add-ons

2.8 GPA

Affiliatly Insider's Guide

Affiliate program software for online stores, with a free plan

2.6 GPA

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Everything in this guide is ToolGPA's own summary of what Tradedoubler's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Tradedoubler is a trademark of its owner, and this guide is not made, paid for or approved by Tradedoubler. Prices and plans change: check tradedoubler.com before you buy.